



NEWS RELEASE

Wisconsin Department of Natural Resources
101 S Webster, P.O. Box 7921, Madison, WI 53707
Phone: (608) 266-6790 TDD: (608) 267-6897
www.dnr.state.wi.us www.wisconsin.gov

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CONTACT: Tom Eggert, DNR business sector specialist, (608) 267-2761
John Kisiel, Environmental Compliance Corporation for
Development and Economic Vitality, Inc., (608) 242-5155 ext. 22

SUBJECT: Land developers and DNR team up under environmental charter

MADISON , Wis. – A council of residential land developers affiliated with the [Wisconsin Builders Association](#) signed an environmental charter today with the Wisconsin Department of Natural Resources under the state's new Green Tier program. The charter formalizes the developers' commitment to provide a sustainable environment and quality housing.

Green Tier is a new program for environmentally responsible businesses in Wisconsin. Under its charter, the Development Council's Environmental Compliance Corporation for Development and Economic Vitality, Inc. (EccoDev) has committed to improve participating members' environmental performance, relationships between developers and regulatory agencies, and the environmental performance of others that follow developers at a site, such as builders and homeowners.

"Wisconsin is green and growing because organizations like the Wisconsin Builders Association Development Council are making superior environmental performance part of their business plan," says DNR Secretary Scott Hassett. "Unifying business and environmental goals keeps our quality of life while strengthening communities and creating jobs."

The charter commits the Development Council to the following goals:

- reduce the amount of sediments from construction sites that end up in Wisconsin's waterways.
- plan new developments that emphasize conservation
- use native plants to enhance current wetlands or other environmentally-sensitive areas
- improve water flow at sites after development, and
- encourage green building and the use of energy efficient materials in construction.

Green Tier is the first program of its kind in the nation. Qualified businesses and associations make legal commitments to superior environmental performance through contracts and charters negotiated with the DNR. In exchange, these businesses are given incentives to achieve their environmental goals. Green Tier makes it easier for good environmental actors to perform even better, allowing the DNR to focus its resources on facilities that need to meet environmental requirements.

EccoDev will encourage its members to join the charter as Tier 1 or Tier 2 participants. Tier 1 is designed for companies beginning to create the systems needed to maintain and exceed environmental standards. Tier 2 is designed companies that have a longer history of demonstrated superior environmental performance, have an effective Environmental Management System (EMS) in place and are committed to bringing about improved environmental performance in their industry or region, or within their supply chain.

"Working in collaboration with the DNR means we can protect and improve the environment while continuing to provide market-reasonable housing for residents throughout Wisconsin," says Leon Church, EccoDev chair. "This new cooperative approach and our initial charter set the stage for environmental and economic successes for years to come."

Benefits for Green Tier participants include specific flexibilities outlined in statute or individual contracts and charters, a single point-of-contact at DNR to aid communications, and use of the Green Tier logo for marketing. The DNR will recognize participants for superior environmental performance with a numbered certificate. The Green Tier program also offers limited deferred civil enforcement. Companies conducting inspections and reporting violations as discovered will not be fined for their actions provided that corrective actions are undertaken within an agreed upon time.

In addition to EccoDev, state and business officials welcomed several other companies into the Green Tier program today at stops during bus tours involving participating facilities. Another charter was signed with the scrap recycling industry's Cooperative Compliance Program, Inc. A Tier 2 contract was signed with MEGTEC Systems, Inc. of De Pere, and two Tier 1 participants were accepted into the program: American Transmission Company (ATC), headquartered in Waukesha; and Holsum Dairies, LLC of Hilbert.

The bus tour was part of a statewide event highlighting Green Tier which was jointly sponsored by the University of Wisconsin-Madison La Follette School of Public Affairs in cooperation with the Baldwin Wisconsin Idea Project, Wood Communications Group and Wisconsin Environmental Initiative (WEI) and the Department of Natural Resources.

For more information about Green Tier, visit the DNR Web site at dnr.wi.gov At the top of the page select the A to Z button, click on "G" and select "Green Tier."

Note to Editors: Photos from the signing events will be posted on the above site by Tuesday afternoon.